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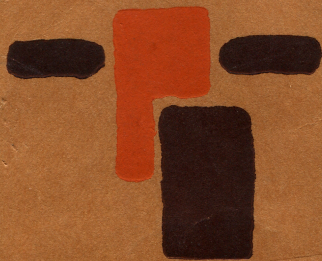
# CATALOG

OF

TYPE FACES

AND

SUPPLIES



*Line-O-Scribe*

INCORPORATED

ADRIAN, MICHIGAN

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# TYPE FACES AND SUPPLIES

— for the —

## LINE-O-SCRIBE



*Line-O-Scribe*

INCORPORATED

ADRIAN, MICHIGAN



## Directions for Ordering Type and Supplies

The type and supplies shown in this catalog are carried in stock at Adrian, Michigan. Special type faces of practically any design may be ordered if desired. The prices for special fonts will naturally come somewhat higher than those shown herein as our regular type is made up in quantities thus reducing the cost considerably. We would therefore recommend that you select one of the type faces shown if possible.

Special type orders take anywhere from two to four weeks to fill. Quotations will be given on request.

## Prices and Terms

All prices quoted are Net F. O. B. Adrian, Michigan. To merchants having a good credit rating in either Dun's or Bradstreet's we will ship on open account. Terms 2% 10 days. Net 30 days. If you are not rated, please send check with order. Prices subject to change without notice.

## Information on Order

Be sure that your full name and shipping address is given. List the article name and catalog number on your order. Also advise how you wish to have order shipped. Freight, Express or Parcel Post. We will insure all Parcel Post shipments. If no shipping instructions are received we will ship the best and cheapest way.

Our responsibility for the shipment ends when it is accepted by the carrier in good condition.

*Do not in any case include an order in the body of a letter.* Always use your order form or separate sheet of paper so that there will be no delay in handling the order.

If you wish to order duplicate type for your outfit be sure to send us an impression of the type face which came with your outfit. In this way we can give you an exact match.

## Guarantee

We guarantee all merchandise listed herein to be as represented. This guarantee protects you against defective material or poor workmanship. Always write us before returning any merchandise. All claims must be made within ten days from receipt of merchandise.



## PREFACE



### THE CHARACTER OF TYPE

To make your show card effective you must get it read. And it must convey to the mind and emotions of your clients the ideas and impressions that arouse a desire to buy. Therefore, your show card must (a) be legible and (b) conform to the atmosphere of your establishment and to the merchandise you sell.

Ordinary show cards are made ineffective by (a) being hard to read and (b) because they were written by a man who had not the taste or skill to make them fit into their surroundings.

Art in show card writing does not consist in fancy scrolls and freakish lettering. Nor does it consist in the use of plain block lettering without charm or individuality. Keen merchandisers realize that the atmosphere of a store determines its pat-

ronage. They are striving to make all of the appointments of the store conform to the merchandise and to the taste of the people they seek to attract.

They want neat, legible, uniform cards which will convey the desired message. The cards should not be too fancy. The mind of the customer should be left to admire the merchandise instead of the fancy scrolls and freakish lettering on many of the show cards in use today.

It is perfectly possible to make a show card that conforms to the merchandise, the atmosphere of the store and the taste of your clientele—and which can be read at a glance. It is possible to do this on the Line-O-Scribe because there are fifty different kinds and styles of type faces available—designed by master artists—each one legible and each expressing an atmosphere all its own.

The type you use can be made to express many things.

**It can be made to shout!**

# **BARGAIN SALE**

COOPER BLACK—72 Point. Shown on Page 5.



Or it can whisper:

# Lovely Lingerie.

FREEHAND—36 Point. See Page 15.

It depends on the design of the type face—also upon association. If a type face has been used universally for newspaper headlines people can never be brought to associate it with Dignity, Luxury—Exclusiveness.

Yes, type can speak with dignity; it can speak severely, effeminately. It can suggest quality and forget price. It can speak of ruggedness and power, and common sense.

Fat types carry little dignity; nor do bold black types. The faces used for newspaper headlines and for bill board advertising have no dignity. Dignity seems best expressed by angular type faces of unusual design; such as old English; perhaps because we associate them with formal documents.

But unusual type faces carry no thought of economy—low prices—bargains. To give this impression we use the plainer commoner type faces. Bold Type faces bespeak Bargain — Sale — Economy — as do the condensed faces.

Anything approaching script looks — exclusive, expensive, individual.

For stores catering to working people and to foreigners—people not accustomed much to reading—the plainer simpler type faces are best.

Type faces made up of thin lines and fancy initial letters lean away from “Bargains” and “Sales” toward “Dignity” and “Luxury.”

Extended type faces — by their generous use of space, denote “quality before price.”

Delicate type faces are frivolous, feminine. Bold, rugged type faces are masculine and strong.

Black, regular type faces are for powerful mechanical things.

Round letters, whose lines are all uniformly wide, spell economy. In other words, simplicity spells economy. Italics lean away from economy.

Intricate type faces look luxurious, as do delicate type faces.

Script is luxurious and exclusive. A variation in the width of the line leans toward luxury.

Black, rugged, extended type faces have strength. Italics have not.

## Legibility

Show cards to be effective must be read. Legibility is an important consideration.

Condensed type is not as legible as extended type faces. Extended type faces are legible because of the large amount of white space around each letter.

Common type faces with which every one is familiar are easiest to read at a distance.

## Definition of Terms Used

FONT—Term used by type manufacturers and printers to designate a usable arrangement of letters or figures for a specific purpose.

UPPER CASE—Sometimes called CAPS. All printed characters consist of large letters and small letters, otherwise known as UPPER CASE and LOWER CASE. An upper case letter is always used for the first letter of the first word in a paragraph or sentence. An entire word or sentence may be set in UPPER CASE if desired.

LOWER CASE—These are the small letters and of different design than the upper case. A sentence may be set in lower case, however, the first letter of the first word in a sentence should always be upper case.



COOPER BLACK—72 Point. (Wood.) Actual Size.

**SALE**

No. 300A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.95.

**sale**

No. 300B—Lower Case Letters only.  
61 Characters.  
Price, \$5.37.

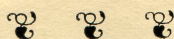
**\$2.50**

No. 300C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.48.

Cooper Black is a very useful type face. Because it is bold the capitals make good headlines. At the same time the small letters are very readable in the body of the show card.

This is a masculine type face. It smacks of

common sense. It is easy to read, yet not cheap. It is strong and masculine. It is legible. Recommended for: Auto Accessories, Auto Dealers, Cigars and Tobacco, Clothing, Department Stores, Furniture, Grocers, House Furnishings, Sporting Goods, Banks, Real Estate, Shoes, Hardware.



COOPER BLACK—36 Point. (Metal.) Actual Size.

**SALE**

No. 301A—Upper Case Letters and Points.  
79 Characters.  
Price, \$3.25.

**sale**

No. 301B—Lower Case Letters only.  
61 Characters.  
Price, \$2.70.

**\$2.50**

No. 301C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$2.40.

*See Sample Card Layout on Page 21.*



COOPER—72 Point. (Wood.) Actual Size.

SALE

No. 302A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.95.

sale

No. 302B—Lower Case Letters only.  
61 Characters.  
Price, \$5.37.

\$2.50

No. 302C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.48.

This face, because it is lighter than the one on the preceding page, is perhaps better suited for selling to women. The variation in the width of the lines and the hand lettered effect make it an artistic face.

At the same time it has strength and is very legible. It is recommended for Dry Goods, Florists, Cloaks, Suits, Dresses, Millinery, Confectioners, Furniture and Banks.



COOPER—36 Point. (Metal). Actual Size.

SALE

No. 303A—Upper Case Letters and Points.  
79 Characters.  
Price, \$3.25.

sale

No. 303B—Lower Case Letters only.  
61 Characters.  
Price, \$2.70.

\$2.50

No. 303C—Figures (Upper Case Only).  
29 Characters.  
Price, \$1.15.

*See Sample Card Layout on Page 21.*



BROADWAY—72 Point. (Wood). Actual Size.

**SALE**

No. 304A — Upper Case Letters and Points.  
79 Characters.  
Price, \$7.90.

**\$2.50**

No. 304B—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$5.00.

BROADWAY is one of the newer type faces which is very popular at the present time. It is not as legible, however, as some of the older styles and therefore, is not as practical. These fonts con-

tain only the upper case letters and figures, the lower case never having been designed. Suitable for most any business where an unusual type face is desired.

€ € €

BROADWAY—24 Point. (Metal.). Actual Size.

**SALE**

No. 305A — Upper Case Letters and Points.  
79 Characters.  
Price, \$3.00.

**\$2.50**

No. 305B—Figures (Upper Case Only).  
29 Characters.  
Price, \$1.25.

*Inks and Miscellaneous Supplies on Pages 22-24.*



RUGGED ROMAN—72 Point. (Wood). Actual Size.

**SALE**

No. 306A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.32.

**sale**

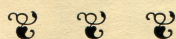
No. 306B—Lower Case Letters only.  
61 Characters.  
Price, \$4.88.

**\$2.50**

No. 306C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.08.

This is a man's type. Rugged, Bold, Strong.  
It has common sense in its make-up. It is easy to  
read and it is also artistic.

Recommended for: Book Sellers, Shoes, Cloth-  
ing, Tobacconists, Department Stores, Hats and  
Caps, Men's Furnishings, Sporting Goods, Banks.



RUGGED ROMAN—36 Point. (Metal). Actual Size.

**SALE**

No. 307A—Upper Case Letters and Points.  
79 Characters.  
Price, \$2.75.

**sale**

No. 307B—Lower Case Letters only.  
61 Characters.  
Price, \$2.15.

**\$2.50**

No. 307C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$1.90.

See Sample Card Layout on Page 21.



LIGHT HOBO—72 Point. (Wood). Actual Size.

SALE

No. 308A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.32.

sale

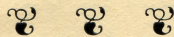
No. 308B—Lower Case Letters only.  
61 Characters.  
Price, \$4.88.

\$2.50

No. 308C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.08.

This type face is very similar to hand lettering.  
It is easy to read and very attractive. Recommended

for use by Department Stores, Dry Goods Stores,  
Men's Furnishings, Art Shops, Millinery Stores, etc.



LIGHT HOBO—36 Point. (Metal). Actual Size.

SALE

No. 309A—Upper Case Letters and Points.  
79 Characters.  
Price, \$3.50.

sale

No. 309B—Lower Case Letters only.  
61 Characters.  
Price, \$2.75.

\$2.50

No. 309C—Figures (Upper Case Only).  
29 Characters.  
Price, \$1.50.

*See Sample Card Layout on Page 21.*



GOTHIC ROUNDFACE—72 Point. (Wood). Actual Size.

**SALE**

No. 310A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.32.

**sale**

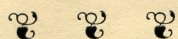
No. 310B—Lower Case Letters only.  
61 Characters.  
Price, \$4.88.

**\$2.50**

No. 310C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.08.

Gothic Roundface is very pleasing and attractive. Both the large and small letters are very legible especially from a distance. The simplicity of this

style suggests the hand made brush strokes and is especially good for headlines. A masculine type which bespeaks Bargains—Sale—Economy.



GOUDY HEAVYFACE ITALIC—30 Point. (Metal). Actual Size.

**SALE**

No. 311A—Upper Case Letters and Points.  
79 Characters.  
Price, \$2.75.

**sale**

No. 311B—Lower Case Letters only.  
61 Characters.  
Price, \$2.15.

**\$2.50**

No. 311C—Figures (Upper Case Only).  
29 Characters.  
Price, \$1.15.

*The Embossing Process Makes Attractive Cards—See Page 24.*



DELLA ROBBIA—72 Point. (Wood.) Actual Size.

SALE

No. 312A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.95.

sale

No. 312B—Lower Case Letters only.  
61 Characters.  
Price, \$5.37.

\$2.50

No. 312C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.48.

This face is essentially feminine. The thin lines and the unusual shaping of the letters give an artistic touch so necessary to the exclusive shop where

fine merchandise is sold. Recommended for: Millinery Stores, Dry Goods, Florists, Ladies' Furnishings, Drug Stores, etc.



DELLA ROBBIA—36 Point. (Metal.) Actual Size.

SALE

No. 313A—Upper Case Letters and Points.  
79 Characters.  
Price, \$3.25.

sale

No. 313B—Lower Case Letters only.  
61 Characters.  
Price, \$2.25.

\$2.50

No. 313C—Figures (Upper Case Only).  
29 Characters.  
Price, \$1.15.

*See Sample Card Layout Shown on Page 21.*



CHELTENHAM BOLD—72 Point (Wood). Actual Size.

**SALE**

No. 314A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.95.

**sale**

No. 314B—Lower Case Letters only.  
61 Characters.  
Price, \$5.37.

**\$2.50**

No. 314C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.48.

A common sense, bold type which is easy to read and artistic. The lines are heavy enough in the capitals to make good display. Yet the small letters are suitable for use inside—for counter or

show case. It is a man's type and is best suited for: Hardware Stores, Cigar Stores, Men's Furnishings, Sporting Goods Stores, etc.



CHELTENHAM BOLD—36 Point. (Metal). Actual Size.

**SALE**

No. 315A—Upper Case Letters and Points.  
79 Characters.  
Price, \$3.25.

**sale**

No. 315B—Lower Case Letters only.  
61 Characters.  
Price, \$2.70.

**\$2.50**

No. 315C—Figures (Upper Case Only.)  
29 Characters.  
Price, \$1.15.

*See Sample Card Layout Shown on Page 21.*



COOPER HIGH LIGHT—72 Point. (Wood). Actual Size.

**SALE**

No. 316A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.95.

**sale**

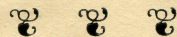
No. 316B—Lower Case Letters only.  
61 Characters.  
Price, \$5.37.

**\$2.50**

No. 316C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.48.

A unique and novel type face which will attract attention. It combines legibility and distinctiveness of character to an unusual degree.

Recommended for use by Department Stores, Dry Goods Stores, Hardware Stores, Sporting Goods Stores, etc.



COOPER HIGH LIGHT—36 Point. (Metal). Actual Size.

**SALE**

No. 317A—Upper Case Letters and Points.  
79 Characters.  
Price, \$3.25.

**sale**

No. 317B—Lower Case Letters only.  
61 Characters.  
Price, \$2.70.

**\$2.50**

No. 317C—Figures (Upper Case Only).  
29 Characters.  
Price, \$1.50.

*The Embossing Process Makes Attractive Cards—See Page 24.*



PARSONS BOLD—72 Point. (Wood). Actual Size.

**SALE**

No. 318A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.95.

**sale**

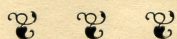
No. 318B—Lower Case Letters only.  
61 Characters.  
Price, \$5.37.

**\$2.50**

No. 318C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.48.

Most delightful originality marks the Parsons Type. It provides all the important advantages of hand lettering, that is, informality and distinction,

qualities that are of value in securing attention. Recommended for: Jewelry Stores, Gift Shops, Millinery Stores, Ladies' Wearing Apparel, etc.



PARSONS BOLD—36 Point. (Metal). Actual Size.

**SALE**

No. 319A—Upper Case Letters and Points.  
79 Characters.  
Price, \$3.25.

**sale**

No. 319B—Lower Case Letters only.  
61 Characters.  
Price, \$2.70.

**\$2.50**

No. 319C—Figures (Upper Case Only).  
29 Characters.  
Price, \$1.50.

*See Sample Card Layout Shown on Page 21.*



FREEHAND—72 Point. (Wood). Actual Size.

SALE

No. 320A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.95.

sale

No. 320B—Lower Case Letters only.  
61 Characters.  
Price, \$5.37.

\$2.50

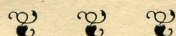
No. 320C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.48.

Drawn in imitation of the strokes of a broad pen, the Freehand Series carries an element of the refinement of Black Letter, and yet it is very legible and rich looking.

The capitals have slight decorative flourishes

which will give your show cards an added touch of beauty. The lower case alphabet is singularly clear and strong.

Recommended for Jewelry Stores, Gift Shops, Millinery Stores, Ladies' Wearing Apparel, etc.



FREEHAND—36 Point. (Metal). Actual Size.

SALE

No. 321A—Upper Case Letters and Points.  
79 Characters.  
Price, \$3.25.

sale

No. 321B—Lower Case Letters only.  
61 Characters.  
Price, \$2.70.

\$2.50

No. 321C—Figures (Upper Case Only).  
29 Characters.  
Price, \$1.50.

See Sample Card Layout Shown on Page 21.



COOPER BLACK—Condensed. 72 Point. (Wood). Actual Size.

**SALE**

No. 322A—Upper Case Letters and Points.  
79 Characters.  
Price, \$6.32.

**sale**

No. 322B—Lower Case Letters only.  
61 Characters.  
Price, \$4.88.

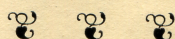
**\$2.50**

No. 322C—Figures (Upper and Lower Case).  
51 Characters.  
Price, \$4.08.

Like the Cooper Black shown on page 5 this type is very strong and legible. The capitals make good headlines and the small letters are very readable in the body of a show card. One advantage over the Regular Cooper Black, however, is the

condensed design which permits more letters or figures to be placed in a given space.

Recommended for: Hardware Stores, Department Stores, Furniture Stores, Real Estate, Auto Accessories, etc.



COOPER BLACK—24 Point. (Metal). Actual Size.

**SALE**

No. 323A—Upper Case Letters and Points.  
79 Characters.  
Price, \$2.50.

**sale**

No. 323B—Lower Case Letters only.  
61 Characters.  
Price, \$1.90.

**\$2.50**

No. 323C—Figures (Upper Case Only).  
29 Characters.  
Price, \$0.95.

*The Embossing Process Makes Attractive Cards—See Page 24.*



**\$18.50**

COOPER BLACK—Condensed. (8 and 12 Line Figures). Actual Size.

No. 324—53 Characters (Wood). Price, \$7.00 per Font.

**\$18.50**

RUGGED ROMAN—(8 and 12 Line Figures). Actual Size.

No. 325—53 Characters (Wood). Price, \$7.00 per Font.

**\$18.50**

GOTHIC ROUNDFACE—(8 and 12 Line Figures). Actual Size.

No. 326—53 Characters (Wood). Price, \$8.00 per Font.



\$23.74

LIGHT HOBO—(8 and 12 Line Figures). Actual Size.

No. 327—53 Characters. (Wood). Price, \$7.00 per Font.

SALE

LIGHT HOBO—(12 Line Upper Case Letters). Actual Size.

No. 328—79 Characters. (Wood). Price, \$10.42 per Font.

SALE

GOTHIC ROUNDFACE—Condensed. (12 Line Upper Case Letters). Actual Size.

No. 329—79 Characters. (Wood). Price, \$10.42 per Font.



# SALE

RUGGED ROMAN—(12 Line Upper Case Letters). Actual Size.

No. 330—79 Characters. (Wood). Price, \$10.42 per Font.

# SALE

COOPER BLACK—Condensed. (12 Line Upper Case Letters). Actual Size.

No. 331—79 Characters. (Wood). Price, \$10.42 per Font.

# Sale Sale

LIGHT HOBO—(8 Line).  
Actual Size

No. 332A—Upper Case Letters.  
79 Characters. ✓ Price, \$7.90.

No. 332B—Lower Case Letters.  
61 Characters. Price, \$6.10.

GOTHIC ROUNDFACE—(8 Line).  
Actual Size.

No. 333A—Upper Case Letters.  
79 Characters. Price, \$8.50.

No. 333B—Lower Case Letters.  
61 Characters. Price, \$6.60.



# \$2.78      \$2.51

LIGHT HOBO. (Wood).

6 and 8 Line Figures. Actual Size.

No. 335—53 Characters. Price, \$5.30 per Font.

GOTHIC ROUNDFACE. (Wood).

6 and 8 Line Figures. Actual Size.

No. 336—53 Characters. Price, \$5.50 per Font.

# \$2.50

BROADWAY—(Wood). 8 and 12 Line Figures.

No. 337—53 Characters. Price, \$8.00 per Font.

## FONTING SCHEMES

The layouts of type shown at the right will give you a general idea of the fonting scheme used in the Standard Line-O-Scribe fonts shown in this catalog.

Considerable thought and study has been given this subject in order to have a sufficient number of each character. Some letters of course are used more than others and in cases of this kind we have provided extra characters.

The first drawer contains one font of Upper Case Letters and Points (79 characters), one font of Lower Case Letters (61 characters) and one font of Figures (29 characters) all 72 point.

The second drawer contains one font of 8 line Figures (24 characters) and one font of 12 line figures (29 characters). In this case the 8 line figures are mounted at top of 12 line blocks and are known as 12 line lower case figures. These smaller figures are necessary in printing amounts which include both dollar and cents as illustrated by the \$2.50 printed above.





## A FEW IDEAS ON CARD LAYOUTS

Show cards today are of a much higher type, more carefully designed and more artistic than they were a few years ago. In the up-to-date store, the day of the pencil and crayon cards and price tickets has passed.

Display cards are recognized as a definite advertising medium. They must be neat, legible and attractive to gain attention. Cards should not be too fancy to obtain the desired results. The customer's mind should be left to admire the merchandise instead of the fancy scrolls and freakish lettering on many of the show cards in use today.

Several factors enter into good card design—proportion, balance, contrast, legibility and spacing being the main ones.

Before you start to lay out your card, analyze the copy thoroughly. Ask yourself what, who, when, where, how much. These answers will give you cues for your display lines. Try to visualize, if possible, how these lines will look on the card.

The sample cards shown below will give you a few ideas on layouts. With a little study and experience you can soon turn out cards which are equally attractive.

**The Last Word**  
in  
**Lovely Lingerie**

The Essence of Daintiness  
Porto Rican  
Hand Embroidered  
Shadow Proof Hem

**\$4.50**

DELLA ROBBIA—See Page 11.

**Paris Decrees**  
**Costume Jewelry**

**NECKLACES**

Cut Crystal Black Onyx  
Italian Jet  
Amber

**\$50.00**

FREEHAND—See Page 15.

**OVERCOATS**  
of  
**Distinction**

**THE CHESTERFIELD**

**Warm and heavy.**  
**Double breasted**  
**Smartly cut**  
**Velvet Collar**  
**All Wool**

**\$72**

COOPER BLACK—See Page 5.

**FIRST**  
**MORTGAGE BONDS**

Bearing—**6%** interest  
Due—1957  
Secured 3 times by high grade  
**Apartment Building**

Our Bond Department will be  
pleased to give you full particulars.

COOPER—See Page 6.

**Japanese**  
**Grass Rugs**

**\$7.50**

Newly Imported  
Unusual Shapes  
and Designs  
Made of finest  
Selected Rice  
Straw

LIGHT HOBO—See Page 9.

**FALL STYLES**  
For  
**MEN**

**!**

**\$62**

Sprucely Conservative  
Extra Attention to well  
draped Trousers - -  
Bracken is the new  
color from Scotland.

RUGGED ROMAN—See Page 8.



## MISCELLANEOUS TYPE AND SUPPLIES

NOTE:—A minimum charge of 50c will be made on all supply orders.

### FRACTIONS

The following fractions are carried in stock. These may be used with most of the type faces shown in the catalog. Other styles will require a special order at a correspondingly higher price.

$$\frac{1}{2}$$

12 Line Fractions

1/4, 1/3, 1/2, 2/3, 3/4

Price, each 24 cents

$$\frac{1}{2}$$

72 Point Fractions

1/4, 1/3, 1/2, 2/3, 3/4

Price, each 16 cents

$$\frac{1}{2}$$

36 Point Fractions

1/8, 1/4, 3/8, 1/3,

1/2, 5/8, 2/3,

3/4, 7/8

Price, each 10 cents

$$\%$$

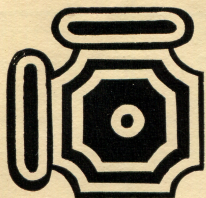
Per Cent Signs

12 Line 24 cents ✓

72 Point 16 cents ✓

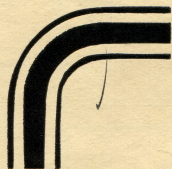
36 Point 10 cents ✓

### CORNER DECORATIONS (Only One Is Needed)



No. 10

Price, each 40 cents



No. 11

Price, each 40 cents



No. 12

Price, each 40 cents



No. 13

Price, each 40 cents

### CATCH WORDS

✓  
PER  
YARD

No. 14

Price, each 40 cents

✓  
AND

No. 15

Price, each 40 cents

✓  
S

No. 16

Price, each 40 cents

✓  
PER  
DOZEN

No. 17

Price, each 40 cents

See Sample Card Layout on Page 21.



CATCH WORDS—Continued

**ONLY**

No. 9

Price ----- 40 cents

**A  
PAIR**

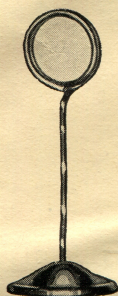
No. 18

Price ----- 40 cents

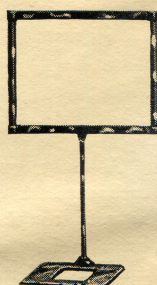
**REDUCED  
TO**

No. 19

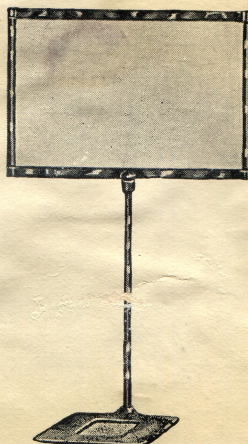
Price ----- 40 cents



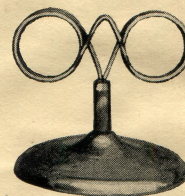
No. 95 — Single Spiral Card Holder for 5½ x 7 cards or smaller. 2 inch cast polished felted base. Height, 4". Oxide copper finish. Price, \$3.80 per dozen.



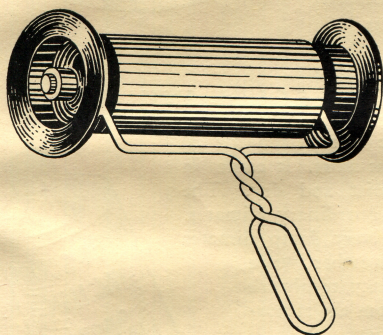
No. 20 — 5½ x 7 inch Closed Card Frame. 4x5 inch cast iron flat base. Supplied in 12 and 15 inch heights. Oxide copper finish. Price, \$9.00 per dozen.



No. 21 — 7 x 11 inch Closed Card Frame. 5x6 inch cast iron flat base. Supplied in 17 and 22 inch heights. Oxide copper finish. Price, \$18.50 per dozen.



No. 4 — Double Spiral Card Holder. Cast polished base. 2¾ inches over all height. Just the size for price tickets. Price, \$5.80 per dozen.



**INK ROLLER**

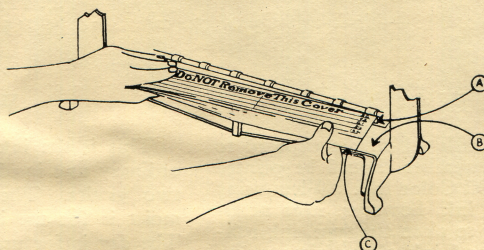
No. 101—Price, each \$1.25.

Extra Ink Rollers are required by those who wish to write cards in a variety of colors.

**INK PLATEN**

An Ink Platen is also necessary for each color of ink.

No. 102—Price, each 25 cents.

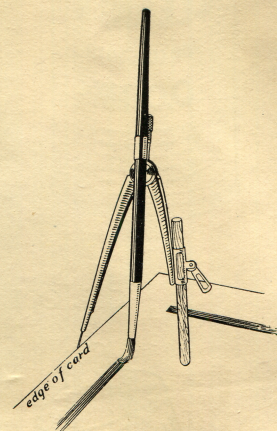


**PLATEN BLANKET**

No. 103—Price, each 25 cents.

The tough paper cover on which you print contains a rubber blanket. The above illustration shows how it is put on the machine.

If this blanket becomes worn or torn you will not get good clear impressions. It is then necessary to replace it. Simply hook it over the edge next to the feed roller, draw it flat, moisten the edge and paste under printing bed.



**BRUSH COMPASS**

No. 104—Price, each \$1.

A very handy tool for placing line borders on your display cards. One arm of compass follows edge of card while other arm bears against surface, thus giving a brush line of uniform width. The brush is adjustable for various width lines. Very simple and easy to operate. Price includes brush.



## EMBOSSING SUPPLIES



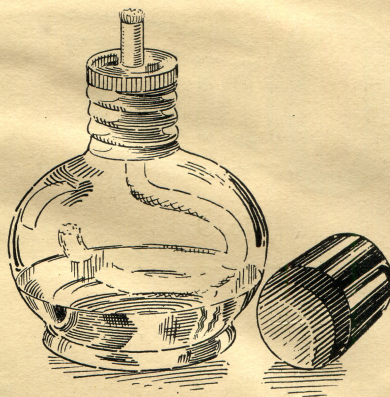
For those desiring embossed cards we have perfected a compound which, when sprinkled lightly over a newly printed card, then melted with the flame of an alcohol lamp, will produce a high gloss, water proof finish. This compound clings only to the printed letters and gives them a raised effect. The process is very simple and inexpensive. Embossed cards last longer and present a very attractive appearance.

### Embossing Compound (left)

No. 105—Clear, ¼ lb. Can	-----	\$0.85
No. 106—Gold, ¼ lb. Can	-----	1.00
No. 107—Silver, ¼ lb. Can	-----	1.00
No. 108—White, ¼ lb. Can	-----	1.00

### ALCOHOL LAMP (right)

No. 111—Price, each	-----	60 cents
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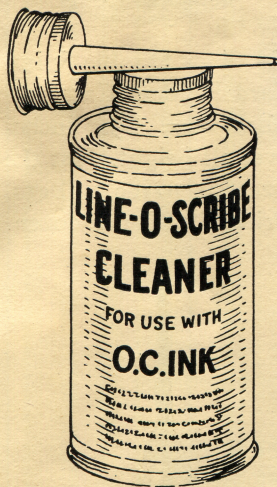


## CLEANER

For use with O. C. Ink.

This cleaner is for use with our oil color inks only. These inks must be cleaned off the roller and platen each day. If allowed to dry they become very hard. This cleaner will remove the ink at any time without injury to roller or platen.

No. 117—O. C. Ink Cleaner, 1 pt., 60c.



### NO-WASH-UP

For use with oil color inks only. To avoid cleaning off the platen and ink roller each time you use the machine put two or three drops of No-Wash-Up on the platen. Run the inking roller over it until the platen and roller are well covered. The ink will then keep fresh for two or three days.

No. 113—No-Wash-Up, 4 oz. can, 75 cents.

## OIL COLOR INK

Cards which are exposed to the weather should be printed in Oil Color Ink. When using this ink, however, it is necessary to clean the type, ink rollers and ink platen after using. The ink does not remain moist on the platen as long as the Water Color Ink listed to the right. For all general purposes the water color is best, cleanest and easiest to handle. Some LINE-O-SCRIBE users, however, who understand inks and know just how to handle them prefer the oil colors. A can of O. C. Cleaner shown at the right is necessary when using Oil Color Ink.

No. 116—Oil Color Ink,  
per tube ----- \$1.25

Furnished in Black, Red,  
Green, Blue.

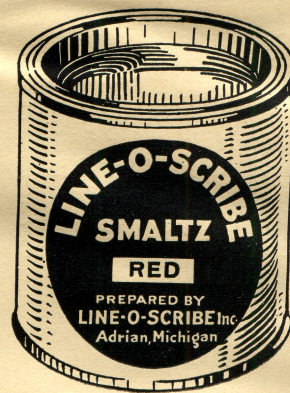


## SMALTZ

A finely ground carborundum which adheres to the ink on a newly printed card. Novel and attractive results may be obtained with the several different colors listed. May be applied to any color ink.

Colors listed:  
Black, Blue, Yellow,  
Red, Green. State  
color wanted.

No. 112—Smaltz,  
¼ lb., 15 cents.



## WATER COLOR INK

This is the ink we recommend for all ordinary uses inside the store. It comes in two grades. The moist and dry. The moist is for use in all ordinary climates. The dry is for use in very damp climates or in very humid weather when the moist has a tendency to absorb additional moisture from the atmosphere and become greasy.

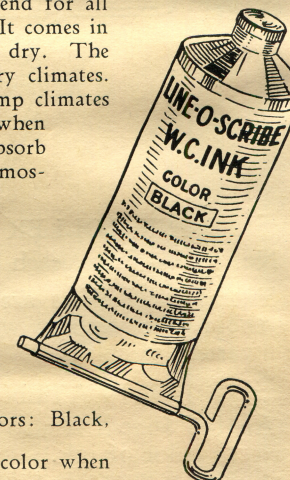
### Black Colors

No. 114—  
Moist W. C. Ink  
Per tube, \$1.00 \$1.25

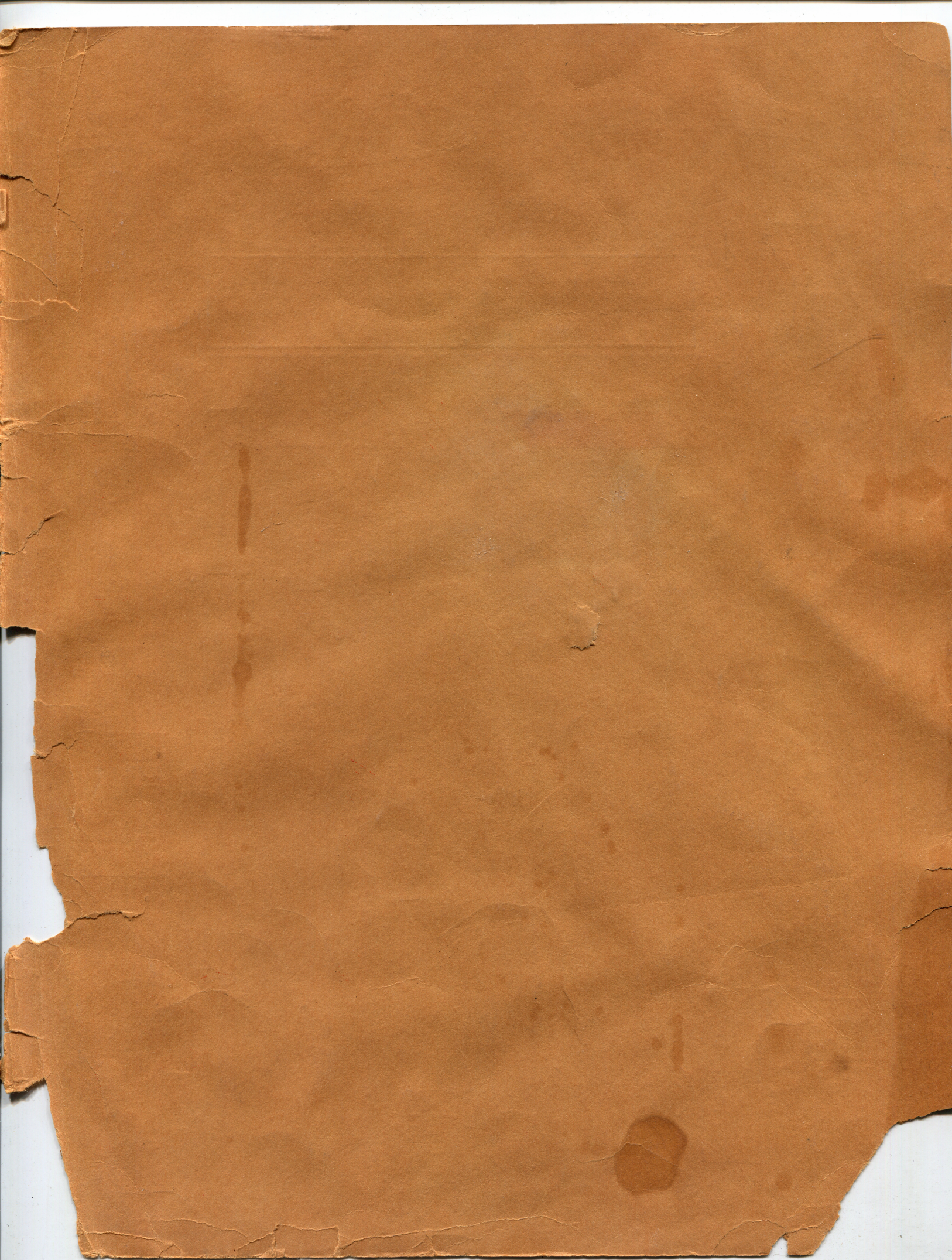
No. 115—  
Dry W. C. Ink  
Per tube, \$1.00 \$1.25

Furnished in following colors: Black,  
Red, Brown, Green, Blue.

NOTE:—Be sure to specify color when  
ordering.









McC SIGN SUPPLY



E-21 Landscape Cut, 6" Long, \$2.25  
E-22 Landscape Cut, 12" Long, \$3.85

Every show card should have a spot of color on it to attract the attention of the passing customer. These decorative cuts are the work of our own artists, made specially for Line-O-Scribe users. The stiffness of a show card is quickly relieved by one of these decorations.



No. E2—\$1.52



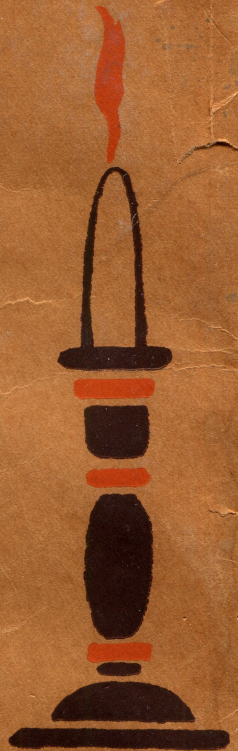
No. E4—\$1.60



No. E11—\$1.44



No. E9—\$1.44



No. E6—\$1.68



No. E13—\$1.36



No. E8—\$1.70



No. E12—\$1.32



No. E1—\$1.36



No. E3—\$1.36



No. E5—\$1.52